

State of California

Department of Consumer Affairs
Bureau of Naturopathic Medicine

"To educate and serve consumers of naturopathic medicine and license naturopathic doctors in a timely manner."

Strategic Plan

Updated September 2006



Arnold Schwarzenegger, Governor
State of California

Rosario Marin, Secretary
State and Consumer Services Agency

Charlene Zettel, Director
Department of Consumer Affairs

Tonya Blood, Chief
Bureau of Naturopathic Medicine

State of California
Department of Consumer Affairs
Bureau of Naturopathic Medicine
Strategic Plan

Updated September 2006

Our Mission:

To educate and serve consumers of naturopathic medicine and license naturopathic doctors in a timely manner.

Our Vision:

To be a model for California consumers regarding the practice of naturopathic medicine. Highly qualified and competent naturopathic doctors will characterize the marketplace.

Our Values:

As a government agency dedicated to protecting consumers and regulating naturopathic doctors, the success and effectiveness of the Bureau depends on:

- Collaborative relationships with stakeholders in the decision-making process.
- Empathy, integrity, and understanding in serving consumers.
- Professionalism in serving the industry.
- Nurturing productive partnerships with consumers, licensees, and businesses.
- Licensing qualified applicants promptly.
- Educating consumers regarding the naturopathic medical profession.

Goals and Objectives:

The Bureau of Naturopathic Medicine has adopted the following strategic goals for 2005-2008. As part of the ongoing planning and monitoring process, the stated goals will be reevaluated and adjusted, as necessary, to meet the needs of the California consumers and the industry we regulate.

Goal One:

Enhance licensing processes and outcomes

- 1.1 Review existing application processes to ensure the timely, efficient, and accurate processing of all applications. (***Completed***)
- 1.2 Establish performance improvement team to assess licensing process. (***Completed***)
- 1.3 Develop baseline and performance measures for key aspects of the Bureau's licensing programs. (***Completed***)
- 1.4 Develop a system to continually monitor and assess applicant satisfaction with the licensing process.

Goal Two:

Develop the Bureau's consumer and industry education and outreach efforts

- 2.1 Develop and make available a consumer brochure. (***Completed***)
- 2.2 Identify opportunities to participate in consumer and industry meetings and conferences to inform and educate stakeholders about regulatory issues. (***Completed/Ongoing***)
- 2.3 Identify information to enhance the Bureau's Web site. (***Completed/Ongoing***)

Goal Three:

Establish statutorily-mandated advisory bodies

- 3.1 Establish a Formulary Advisory Committee. (***Completed***)
 - 3.2 Establish a Childbirth Attendance Advisory Committee. (***Completed***)
 - 3.3 Establish a Minor Office Procedures Taskforce. (***Completed***)
-

Goal Four:

Develop the Bureau's enforcement and complaint mediation processes and outcomes

- 4.1 Develop a complaint mediation process for consumers filing complaints with the Bureau.
- 4.2 Develop disciplinary guidelines.
- 4.3 Evaluate and implement a cite and fine program. (***New***)